

**VERMONT SECRETARY OF STATE****Corporations Division**

MAILING ADDRESS: Vermont Secretary of State, 128 State Street, Montpelier, VT 05633-1104

DELIVERY ADDRESS: Vermont Secretary of State, 128 State Street, Montpelier, VT 05633-1104

PHONE: 802-828-2386

WEBSITE: [www.sec.state.vt.us](http://www.sec.state.vt.us)**1. Acknowledgement Information.**

- a. **Name:** Stephanie Carver
- b. **Acknowledgement Address:** 3680 Victoria Street North, Shoreview, MN, 55126, USA
- c. **Email Address:** privacyprogramoffice@deluxe.com
- d. **Phone No:** (651) 490-8790

**2. Data Broker Information.**

- a. **Name:** Datamyx LLC dba Deluxe Marketing Solutions
- b. **Primary Physical Address:** 2300 Glades Road, Suite 400E, Boca Raton, FL, 33431, USA
- c. **Primary Email Address:** privacyprogramoffice@deluxe.com
- d. **Primary Internet Address (URL):** <http://fi.deluxe.com/datamyx/>

**3. Does the data broker permit a consumer to opt out of the data broker's collection of brokered personal information, opt out of its databases or opt out of certain sales of data? ☒ Yes ☐ No***If so:***a. What was the method for requesting an opt-out?**phone: 1-800-296-3512; Mail: 2300 Glades Road, Suite 400E, Boca Raton, FL 33431; email: [privacy@datamyx.com](mailto:privacy@datamyx.com)**b. If the opt-out applied to only certain activities or sales, which ones?**

Consumers may solely opt-out of marketing supported by Datamyx dba Deluxe Marketing Solutions. The Datamyx dba Deluxe Marketing Solutions privacy policy informs consumers that they can opt-out of all pre-screen marketing directly with the three national credit bureaus by contacting: 1-888-567-8688 or [www.optoutprescreen.com](http://www.optoutprescreen.com)

**c. Does the data broker permit a consumer to authorize a third party to perform the opt-out on the consumer's behalf?**

No

**4. Statement specifying the data collection, databases or sales activities from which a consumer may not have opted out during the prior year:**

marketing data provided by Datamyx dba Deluxe Marketing Solutions to its commercial clients (unless consumer contacted Datamyx to opt-out)

**5. Statement regarding whether the data broker implemented a purchaser credentialing process during the prior year:**

Datamyx dba Deluxe Marketing Solutions' credentialing process is as follows: 1. end-user must come to terms with credit bureau's Agreement for Service 2. Credit bureau will conduct a due diligence on end user 3. If end user is not a bank or credit union, onsite inspection is required 4. End user needs to demonstrate they have permissible purpose 5. Collateral (mail piece, email, or telemarketing script) needs to be accepted by bureau

**6. The number of security breaches that the data broker experienced during the prior year: 0 .****Total number of consumers affected by the breaches: 0 .**



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- 7. Where the data broker has actual knowledge that it possesses the brokered personal information of minors, provide a statement detailing the data collection practices, databases, sales activities, and opt-out policies that are applicable to the brokered personal information of minors:**

N/A: individuals under 18 years of age are not permitted to use and/or submit their personal information. Datamyx dba Deluxe Marketing Solutions does not knowingly solicit or collect information from individuals under the age of 18.

- 8. Any additional information or explanation the data broker chooses to provide concerning its data collection practices during the prior year:**

n/a

**9. Certification of Annual Registration.**

I hereby certify, under penalty of law (13 V.S.A. Ch. 65), as an authorized representative of the data broker, that the all of the above information is accurate.

Stephanie Carver  
PRINTED NAME

Stephanie Carver  
SIGNATURE

01/23/2019  
DATE